

# Job Search Strategies



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## *Participant Handbook*

Slide 2

### Learning Objectives

- Understand why a multi-faceted job search strategy is so important.
- Identify several different strategies useful in a comprehensive search.
- Explore primary strategies through exercises and practice.
- Develop a plan to put strategies into action.

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**Notes:**

Slide 3

### Before You Start: Identifying Your Skills

- What are your career-specific skills?
- What are your transferable skills?



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**Notes:**

Slide 4

**Before You Start: Your One-Minute Commercial**

- How do you describe who you are/what you do?
- How do you serve your customers?
- How are you helping customers solve problems?
- One recent success story?



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Slide 5

**Job Search Strategies**

- Use every strategy at your disposal
- Get outside your comfort zone!
- Don't rely just on the Internet
- What strategies that you can think of?

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Slide 6

### Building Your Network

- How do you start building your network?
- Who should be in your network?
- How do you keep track of your network?



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**Notes:**

Slide 7

### Possible Network Contacts

- Family
- Friends
- Colleagues
- Neighbors
- Community Contacts
- Faith Contacts
- Other?



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Slide 8

### Good Networking Questions

- How did you get into this type of work?
- What changes are happening in your career field?
- What do you like best/least about your field of work/current position?
- What types of skills (technical/transferable) are important to success in your field of work?
- What advice would you give to someone interested in your organization/career field?
- What are your biggest professional challenges?

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Notes:

Slide 9

### Deciding Where to Focus Your Job Search

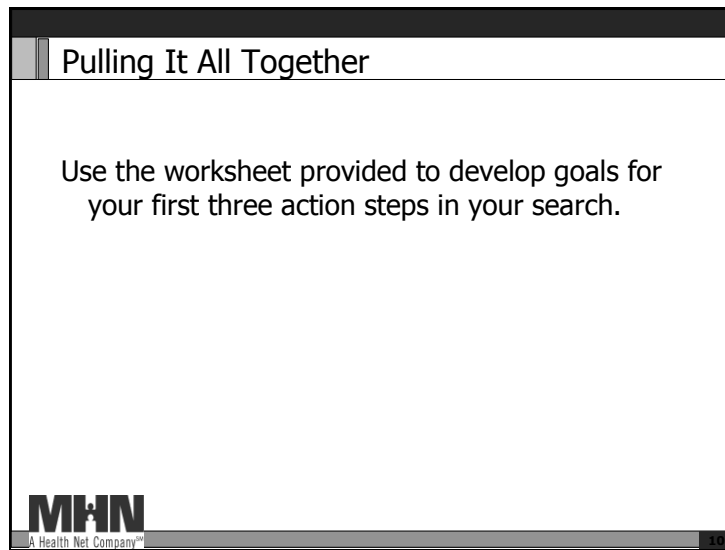
- Target Industries
- Target Companies
- Target Geographic Areas



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Notes:

Slide 10



Slide 10 is titled "Pulling It All Together". The main text on the slide reads: "Use the worksheet provided to develop goals for your first three action steps in your search." The slide features the MHN logo in the bottom left corner, which includes the text "A Health Net Company". The slide number "10" is located in the bottom right corner.

### Pulling It All Together

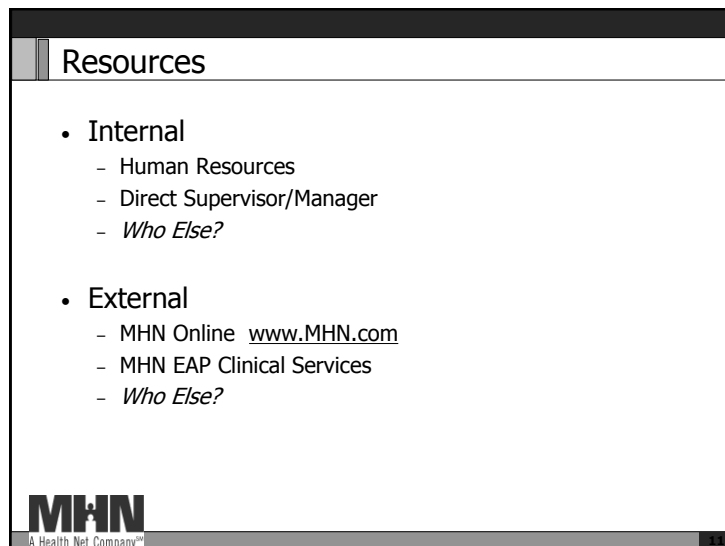
Use the worksheet provided to develop goals for your first three action steps in your search.

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Notes:

Slide 11



Slide 11 is titled "Resources". It lists two categories of resources: Internal and External. The Internal resources include Human Resources, Direct Supervisor/Manager, and Who Else?. The External resources include MHN Online (www.MHN.com), MHN EAP Clinical Services, and Who Else?. The slide features the MHN logo in the bottom left corner, which includes the text "A Health Net Company". The slide number "11" is located in the bottom right corner.

### Resources

- Internal
  - Human Resources
  - Direct Supervisor/Manager
  - *Who Else?*
- External
  - MHN Online [www.MHN.com](http://www.MHN.com)
  - MHN EAP Clinical Services
  - *Who Else?*

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Notes:

## **Handout A. The “One-Minute Commercial” Planner**

Who are you/what do you do?

How do you serve your customers?

How are you helping customers solve their problems?

What is one recent success?

## Handout B. Job Search Strategies

One huge mistake made by most job seekers is relying on just one job search strategy. For anyone currently in the job search process, this point is critical! Using a variety of strategies and EVERY resource you can muster is crucial.

The biggest issue today is job seekers who rely on the Internet as their only tool. Some post resumes on various job search boards, some apply for every job in sight with online applications, and some do both. The success rate is not high if you rely only on Internet resources.

While listening to the strategies brainstormed by the workshop participants, use the space below to list possible strategies that you might use:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.



## Handout C. Networking Worksheet

	Name	Employer	Type of Work	Priority: A, B, or C
<b>Family</b>				
<b>Friends</b>				
<b>Colleagues</b>				

	Name	Employer	Type of Work	Priority: A, B, or C
<b>Neighbors</b>				
<b>Community Contacts</b>				
<b>Faith Contacts</b>				
<b>Other</b>				

## Handout D. Deciding Where to Look

In a tough economy you must target those industries, companies and geographic areas that are doing better than others. These are the organizations and areas where your efforts are going to bring about the biggest returns.

<b>Target Industries</b>			
<b>Target Companies</b>			
<b>Target Geographic Areas</b>			

## Handout E. Job Search Goal Worksheet

Goal Statement:
What Do I Need to Do?
What Obstacles Must I Overcome?
When Will This Goal Be Completed?

Goal Statement:
What Do I Need to Do?
What Obstacles Must I Overcome?
When Will This Goal Be Completed?

Goal Statement:
What Do I Need to Do?
What Obstacles Must I Overcome?
When Will This Goal Be Completed?

## Handout F. Ten Effective Job Search Strategies

From: <http://www.allbusiness.com/human-resources/careers-job-hunting/1594-1.html>

Searching for a new job is hard work. In fact, it can be the toughest “job” you’ll ever have. The key to job search success is to treat the entire process like a business. You are currently in the “job hunting” business. To stand head and shoulders above the rest of the job-seeking crowd, it’s important to lay out an effective strategy. By defining what you want and need, you’re on your way to getting it.

Jump-start your next job search with these helpful job-hunting strategies:

1. **Know thyself.** Begin your job search by taking a thorough inventory of your interests, skills, accomplishments, experience, goals, and values. Make a detailed list. The key to a successful job search is to recognize what makes you a unique candidate and to communicate this effectively to a prospective employer, both verbally and in writing.
2. **Aim for the right target.** Try to match your skills, interests, and values with the right career choice. If one of your goals is to get a larger salary, don’t focus on career paths that traditionally pay low salaries. Conduct research on various fields and local companies within those fields. Learn about different businesses that interest you and target those that are more likely to have open positions.
3. **Be assertive and proactive.** Don’t wait around for opportunity to come knocking on your door. While cold calling potential employers can be intimidating, it remains a powerful strategy. It’s important to get through the door before your competition.
4. **Do some sleuthing.** One key to breaking in is understanding the “hidden” job market. Many job openings exist only in the minds of directors, vice presidents, and other company bigwigs, long before the job is finally advertised in newspapers or on the Internet. If you can present yourself as the perfect candidate at this early stage, an employer may snap you up without looking elsewhere.
5. **Work the network.** Networking should be at the center of your job search strategy. Get the word out to friends, trusted colleagues, and even relatives that you are actively looking for a job, and ask them to keep their eyes and ears open for any opportunities. Expand your network and join professional organizations, sign up for job search newsletters and e-mail blasts, contact former professors and classmates, and participate in Internet discussion boards.
6. **Get professional help.** Employment agencies come in all shapes, sizes, and price ranges; they can be an excellent resource for job leads. Some specialize in very specific occupational areas, and many often have exclusive arrangements with large companies. If you’re interested in the services of an agency, investigate it carefully. Determine what the agency will do for you and how much it will cost.

7. **Be temporarily flexible.** Temp jobs are a great way to learn skills, gain experience, and earn money while looking for a permanent position. They are also a way to prove your worth and be first in line when a full-time position opens up. Working as a consultant or independent contractor in a company can also eventually lead to steady, full-time employment.
8. **Say it clearly.** When sending out résumés, catch the prospective employer's attention with a brief and concise cover letter that clearly spells out how your qualifications match the job requirements. Connect the dots for the reader, and make it obvious why you're the perfect candidate for the job.
9. **Keep careful records.** Keeping track of the progress of your job search is important. Maintain a detailed record of all the jobs you have applied to, including communications, interviews, referrals, and follow-up actions. This will help you build a network of valuable contacts both for your current job search and for any future ones.
10. **Be persistent.** Job searching is hard work and there are times when you will be discouraged. Just keep in mind that everyone has been through the same grind at one point. Try to keep a positive attitude, and look at your job hunt as an exciting challenge. Your perfect job is out there somewhere.

Good luck!